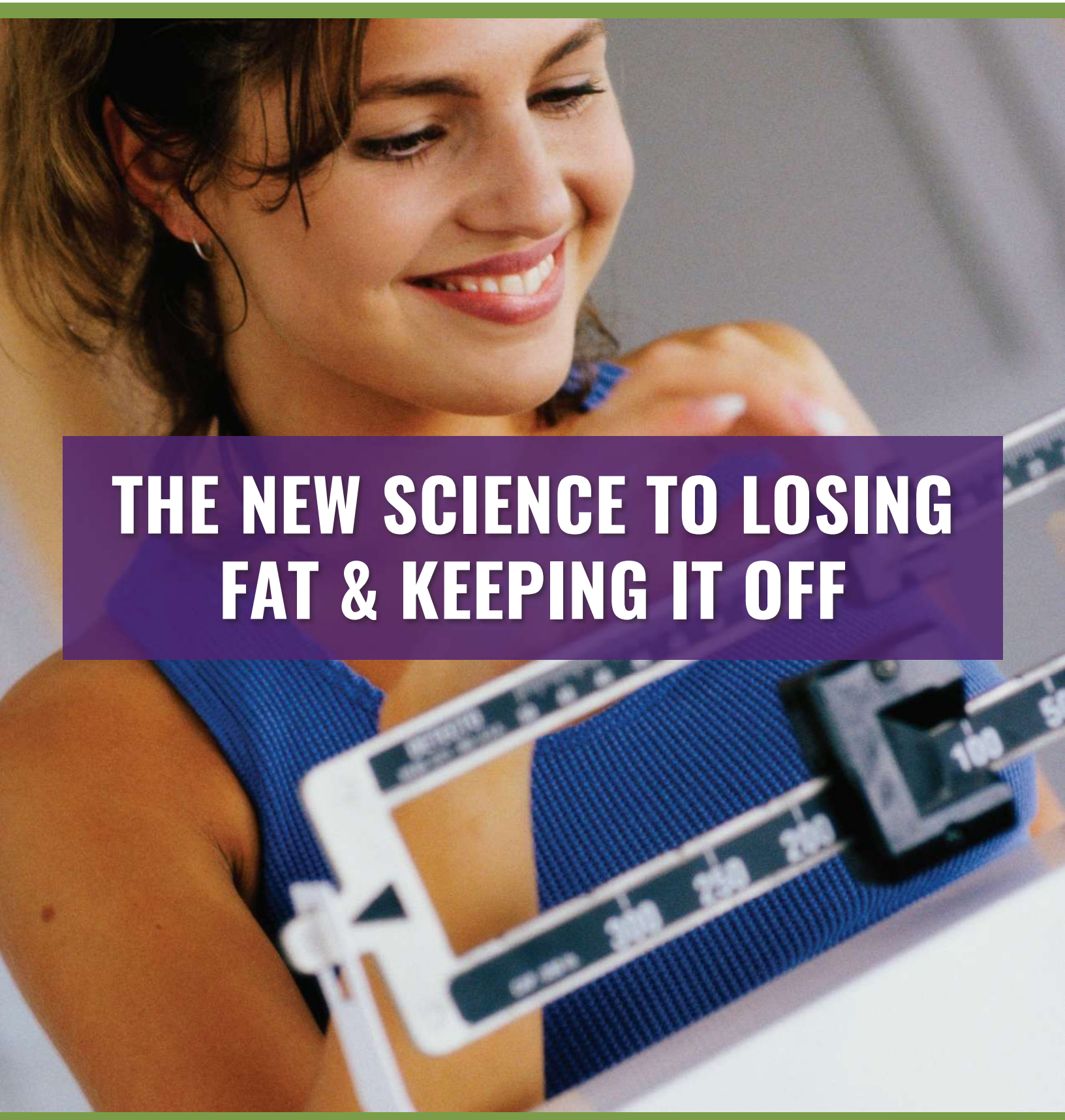
neurogym™



THE NEW SCIENCE TO LOSING FAT & KEEPING IT OFF

There is so much conflicting advice about healthy eating and how to lose weight, don't be at all surprised if you are feeling confused about which weight loss program or foods to choose, or which to lose.

Whole Food Low-Calorie Diet
Forbidden Foods **Atkins**
South Beach Gluten Free Diet
No Sugar Diet Raw food
Vegetarian **Vegan** **Juice Fast**
Ornish Rapid Fat Loss Plan
Low Carb Diet **The Zone**



Huh?

Let's get one thing clear: choosing the best healthy eating plan for safe long-term fat loss is confusing for most people. This guide helps you sort it all out.

How to Lose Weight When There are so Many Unhealthy Myths Flying About!

Here at Neurogym, we've asked our Resident Exercise, Nutrition and Fat Loss Expert Ari Whitten to unravel some of the myths and to provide you with SOLUTIONS () that will empower you immediately with what you need to lose weight safely and effectively, starting TODAY.

Myth vs. Reality Around Food, Fat and Fat Loss.

BE PREPARED FOR A SHOCK WHEN YOU CHECK THE REALITY SCORE OF THESE 9 COMMON FAT LOSS MYTHS.

MYTH	REALITY SCORE
1. If I am on a low-fat diet, I will lose more fat than if I am on a low-carb diet.	**ZERO.** Why? Dozens of studies prove that when low fat and low-carb diets of equal calories are compared, they provide the exact same amount of fat loss.
2. There is one optimal fat loss program to lose weight – I just have to find it and my problems will be solved.	**ZERO.** Why? In studies, Atkins vs. The Zone vs. Low-Fat vs. South Beach vs. Ornish, results show that fat loss differences between individual diets is small. The upshot? About equal amounts of fat loss occur with ANY low-carb or low-fat diet regardless of the type. There isn't only one type of diet that works for fat loss. The key is finding the fat loss diet that is going to be *sustainable* for you. The key word there is sustainable, because whatever you choose to do to lose the fat, you have to *keep* doing it for life if you want to keep the fat off. So choosing a diet that is unsustainable is just a recipe for weight regain.

3. Carbs are the reason people are getting sick and fat	**ZERO.** Eating Carbs does not make you any fatter than eating equal amounts of calories from fat. While decades of diet gurus have tried to place the blame for the obesity epidemic on either fat or carbs, the science simply shows that there isn't much to these claims. Now, of course, eating **refined carbohydrates and added sugars** can cause you to eat more overall calories (which is absolutely fattening) but this has more to do with eating processed junk food than to do with any unique metabolic or hormonal effects of carbohydrates. Eating processed junk rich in fat has the exact same fattening effect.[1][2][3][4] Studies have shown diets rich in whole food carbohydrates (for example, blueberries, carrots, and beans) are just as effective for fat loss as low-carb diets. Avoiding refined carbohydrates and added sugars is certainly a smart idea, but don't expect any magic from avoiding whole food carbohydrates. What is making us fat has much less to do with "carbs vs. fat" and much more to with **whole foods vs. processed foods**. To make it simple, you don't lower your risk of fat gain, diabetes, or heart disease by choosing butter and steak over blackberries and lentils. Numerous recent scientific studies that compare high-carb and low-carb diets of equal calories show exactly EQUAL rates of fat loss.[5][6][7][8]
4. Fat loss is just a simple matter of calories in, calories out.	**ZERO.** Why? While calories DO absolutely matter, most studies indicate that consciously trying to starve the body of calories by forcing yourself to eat less has abysmal long-term success rates. A recent comprehensive analysis on the long-term diet studies was conducted at UCLA and found that diets fail over 95% of the time to achieve long-term fat loss.[9][10] While calorie reduction does work very well at the beginning to achieve plenty of fat loss, after a while your body initiates a whole set of **hormonal** and **metabolic responses** to being deprived that drives your biology to PILE ALL THE WEIGHT BACK ON AND MORE. What we need to lose the weight and keep it off is more than simply starving the body of calories—we need to optimize our nutrition and lifestyle in specific ways that rewire our body's metabolism and hormones to support lasting fat loss.

5. I can eat whatever foods I want while losing fat - I can even eat donuts or ice cream - if at the end of the day I control my portion sizes and overall calorie intake.	→	**ZERO.** Why? While people do use this strategy successfully for SHORT TERM results in bodybuilding and physique competitions, it tends not to be very effective for long-term fat loss. That's because it will tend to negatively impact health, energy levels, key brain centers involved in appetite regulation, gut health, and hormones in a way that cumulatively works to drive fat gain over time.[11] [12] Eating a low food quality diet (high in processed foods) and relying on conscious portion control can work for short-term weight loss. But in the long run, it depletes willpower reserves too much and ends up with you having to constantly fight against your biology. For lasting fat loss, it requires an approach that doesn't rely on fighting against your biology, which means that means that increasing the food quality of your diet is a much smarter approach. **(see below)**
6. I can eat foods high in fat and sugar and with my willpower I can say 'no' to these foods when I want. Easy!	→	**ZERO.** Why? Eating 'highly rewarding foods that rich in sugar and far together on a regular basis interacts with our brain in a way that makes us eat more overall calories before we feel full, and also drives us to crave more of these foods **to give ourselves pleasure**.[14] [15] [16] Some people have the ability to consciously resist these brain-motivated behaviors, but most of us do not. So for most people, willpower is not enough to overcome the signals from our brain and we will still end up overeating calories and gaining fat.[17]
7. If I eat my fill I will get fatter and fatter.	→	**ZERO.** Why? Many studies have found that by just changing the **TYPES and QUALITY** of food we eat, we will spontaneously REDUCE CALORIE INTAKE and lose weight.[18] [19] And this is true even while allowing people to eat to fullness. Now, this is not something you should use as an excuse to gorge on food while thinking "this can't make me fat" by some magic principle. It's not magic. It works because different types of food have different effects of how hungry or "full" we feel, even at the same level of calories. The reality is that with some types of food, you will have to forcibly restrict your calorie intake before feeling full. But other types of food can fill you up while still allowing you to lose fat. This is important because hunger is one of the major reasons people fail in their weight loss efforts.[20]

8. Grazing on food throughout the day will speed up my metabolism and help me to lose weight.	→	**ZERO.** Why? Several recent studies have compared people consuming 5-6 small meals throughout the day to people eating the same amount of calories, but in only 3 meals a day.[21] These studies show that there is no increase in metabolism or fat loss by grazing throughout the day. In addition, there are some studies that show that in overweight people, eating more frequently can actually lead eating more overall food, more fat gain and worse health.[22]
9. If I go on a juice cleanse, I will cleanse myself of toxins and reset my metabolism, and be able to eat whatever I want because toxins make people fat.	→	**ZERO.** There is actually some evidence that suggests that certain specific toxins can contribute to fat gain. But the vast majority of detox therapies have no proven effect on ridding the body of these toxins. It's true that, in general, many people in the Western world consume nutrient-poor processed foods, breathe in smog, overuse medications, ingest foods that contain toxins like pesticide residues or heavy metals, and don't sleep enough. And it's true that these factors can potentially lead to higher levels of toxins in the body, a weakened ability to eliminate those toxins, and higher risk for disease. However, taking some detox pills, doing a colonic every few months, or doing a three-day detox diet isn't going to do nearly as much for you as optimizing your body's own ability to eliminate toxins every single day. That means, you should focus less about what 3-day detox program to go on, and more on optimizing your nutrition and lifestyle the other 362 days of the year. How do you do that? Eat an unprocessed whole food diet with minimal to no processed food. Focus your food choices on plant foods (especially dark colored vegetables and fruits), and choose organic options when possible. (Organically raised plants and livestock are generally lower in pesticides, hormones, antibiotics, etc.) Veggies and fruits contain phytonutrients that can help the body deal minimize and detoxify any incoming chemicals. This combined with ample sleep and optimizing your other lifestyle factors 365 days a year will allow your body not to accumulate toxins in the first place.



Whoa...

With so many different ideas and options, it's no wonder many people find the path to lasting fat loss so confusing. Many people end up wanting to give up, or going round in circles, thinking that lasting fat loss is too hard, or just not achievable for them.

You can end *this myth* once and for all TODAY.

- Dozens of studies show that by eating the RIGHT KINDS OF FOODS, fat loss happens almost EFFORTLESSLY – this is the kind of fat loss that really does last.

Yes – lasting fat loss. This is what we all actually crave, but how do we achieve it in a clear, safe and tried-and-tested way without all the noise?



Did someone say lasting fat loss?

Lasting fat loss is not hard, but it is about doing the right thing.

So how do we know what to do?

- If you are in a rush to get started on a lasting fat loss diet immediately, email us at customerservice@myneurogym.com for tasty recipes, put together by Neurogym's Resident Exercise, Nutrition and Fat Loss Expert Ari Whitten, to help be sure you are doing the right thing TODAY.



6 Bite-Sized Strategies for Effective Fat Loss That Lasts.

Of course, there is a lot more information about the science behind these strategies that we don't have room for in this guide, however, we have summarized the findings into 6 nuggets for you to digest, so you get the BIG PICTURE at a glance and know IMMEDIATELY what you should do and what you should AVOID doing in order to find a safe and effective diet that works for you long-term.

1. CALORIE COUNTING



Don't tell me calorie counting doesn't work!

Let's revisit this issue and dispel the myth of calorie reduction once and for all.

"If there's one thing that's consistent in the medical literature it's that telling people to eat fewer calories isn't a very effective fat loss strategy, despite the fact that it works if strictly adhered to. Many people who use this strategy see transient fat loss, followed by fat regain and a feeling of defeat."

— Renowned obesity researcher and neurobiologist, Stephan Guyenet, PhD

Now that is one of the world's foremost obesity researchers saying that if there is one thing that is consistent in the scientific studies, it's that simply trying to force yourself to eat fewer calories doesn't work very well. Let that sink in for a moment.

So what is biggest problem with this strategy?

Well, there's two problems: Hunger and fatigue.

Hunger and fatigue are the two biggest causes of failure for people trying to lose weight.

Always remember that. It's critically important.

So any time an approach to fat loss relies on you having to constantly fight against hunger and fatigue, it's probably a recipe for failure.

When it comes to sticking to a healthy eating plan, conscious and forced calorie deprivation does not work in the long term because **your biology is set to initiate a series of hormonal and metabolic responses** to being deprived of calories **that eventually piles the weight back on**. Hunger and fatigue are the two big ones.

Unfortunately, simply trying to force yourself to eat less food (without fixing the *quality* of your diet) will almost certainly result in hunger and fatigue.

- According to many leading fat loss studies, the single most important thing for **lasting fat loss** is to choose an approach to fat loss that is sustainable. If you want to not just lose the fat, but keep it off for life, then you must always remember that whatever you choose to do to lose the fat, you have to *keep* doing it! Not just for 10 days or 60 days or 90 days. But for life! So choosing some diet where you are miserable because of hunger and fatigue is just a recipe for weight regain.

To summarize: For most people, forcibly restricting calorie intake causes hunger and fatigue, which make the diet unsustainable. That means that you yo-yo right back to where you started. If you want lasting fat loss, you need to make sure that the strategies you're using to lose the fat don't rely on you having to constantly fight against hunger and fatigue. In short, you need to make sure that your approach isn't just doable for you for a few weeks or months, but for life!



So, do we stop calorie counting all together?

It's the wrong question!

If calorie counting works for you and helps you feel in control, then feel free to continue doing it. But to keep the weight off for the long term, instead of focusing on counting calories, a smarter approach is to ask: what **TYPES of foods** should we be eating to drive fat loss without having to constantly count calories, restrict portion sizes while fighting hunger and fatigue.

The answer is simple...

Once we focus our diet around unprocessed 'true foods' and move away from processed foods, **WE CAN EAT TO FULLNESS** while spontaneously decreasing our calorie intake.

That's incredibly important, because it's going to allow you to avoid hunger and fatigue—which, if you remember, are the two biggest reasons people fail to lose the fat and keep it off.

When we eat an unprocessed whole-food diet, our brilliant bodies and brains start working with us instead of against us, and allow us to lose fat without fighting hunger and fatigue. It's the difference between working against your biology or working with your biology.

So, it's super important for us to know: It's the TYPE of foods we eat, not the QUANTITY that guarantee sustainable fat loss.



So, we really can eat until we are full and lose weight, if we eat the RIGHT KINDS OF FOODS?

Yes!

So what are the right kinds of foods?

2. FOOD QUALITY

This part is NOT rocket science: We all know that if we continually eat a diet with lots of processed foods, we will eventually pile on fat.



What is that, exactly?



Okay. **This part IS rocket science:** Inside our brains, a complex set of reactions kicks off when we eat 'highly rewarding foods' (i.e. processed foods that are highly concentrated in fats or sugars, or especially, both of them together). These foods lead to reactions in our brain that directly cause us to overconsume calories even when we trying our hardest to resist.



Whaaat? Surely, with my willpower I can say 'no' to foods that I don't want?

Nope! It's just not that simple!

It is important to realize something here: Food manufacturers literally hire teams of scientists whose job is to professionally engineer these foods to maximize the reward factor in the brain. **So it's your willpower (which is very limited) in a battle against the teams of scientists who are engineering these foods to be willfully addictive.**

Who do you think is going to win? (Personally, I'm betting on those scientists!)

If we frequently consume these highly rewarding sugary and fatty foods, **we disrupt the brain's ability to regulate our appetite and we start to crave more overall food**, so it sets off a chain reaction where we are COMPELLED TO EAT. And as we crave more, and eat more of these foods, we pile on fat.

This has to do with something called "Homeostatic eating" and "Non-homeostatic eating."

- Homeostatic eating is what our body is designed to do, and has done perfectly well for thousands of years, which is consume energy (i.e. FOOD) in accordance with how much our body is burning off each day.
- NON-hometostatic eating is what the modern world is doing to our bodies and brains—it is rewiring our brain to seek out food for PLEASURE rather than because our body actually NEEDS fuel. So we end up chronically overconsuming energy and piling on the excess energy in the form of fat on our bodies.



Crazy!

There is now a massive body of research showing that **the way processed foods interact with our brain is a major factor in the obesity epidemic.**[23] [24]



1. We eat highly rewarding foods.
2. Our brain's ability to regulate our appetite is disrupted.
3. Our brain sends out signals to consume more and more of the same food.
4. We consume more calories than we are burning whether we consciously want to or not.
5. We put on body fat.

It also works in the opposite direction. So, if we cut out processed foods, and eat more whole foods there is a SPONTANEOUS DECREASE in calorie intake and fat loss.

Here's the really cool part: This also works in the opposite direction! So, if we cut out processed foods and eat more whole foods, our bodies feel "full" and energized with fewer calories, so there is a SPONTANEOUS DECREASE in how much food we eat, which drives fat loss.[25 26 27]

So, **food quality has a major impact** on how your brain and hormones regulate body fat.

To summarize: Food quality directly impacts on HOW MUCH food, and WHAT TYPE of food you want to eat. **When you eat a diet rich in processed foods, you rewire your brain to eat to give yourself PLEASURE rather than because your brain actually needs fuel. That is one of the key factors in fat gain.** So choose unprocessed foods wherever possible and avoid the compulsion cycle. This is how you start to lose fat without fighting hunger and fatigue.



Sigh

3. FOOD VARIETY

Have you ever been full after eating dinner, having absolutely stuffed yourself, and then suddenly found room for more when offered dessert? Have you ever been to an all-you-can-eat buffet and noticed the "unbuckle-your-pants syndrome," where people can gorge themselves on a huge amount of different foods?

Well, these are both due to something called "food-specific fullness." Fullness doesn't work the way many people think, where once we've had enough food/calories, we feel full and stop eating. Our brains are actually designed to feel "full" for specific foods or flavors. We may feel full on the steak and pasta we had for dinner, but still have room left over for dessert.

Research shows that when people are exposed to a large variety of different foods (think of multi-course meals at restaurants), our brains light up and want to eat a lot more than we do when we are exposed to a limited selection of food options. And numerous studies have shown that greater food variety at meals is linked with higher levels of body fat.[28] [29] [30]

First, let's be clear that it is absolutely important to include a variety of different foods in your diet to make sure you have an adequate supply of nutrients and micronutrients in your overall diet. However, when individual meals are multi-course meals or include lots of different types of foods (appetizers, entrees, desserts, sweet foods, savory foods, fatty foods, etc.), you will end up being compelled by your brain to eat far more overall calories than you would if the meal included just a few simple whole foods. Over time, this overconsumption of calories will accumulate as fat on your body.

(Side note: This is actually a major mechanism why many diets that have lots of "bad foods" that they forbid you to eat actually work. You may think it's the magic of avoiding those specific bad foods (and that may be a part of it), but the major reason is that eliminating those foods from the diet lowers your food variety, and that lowers your overall food intake, which drives fat loss. This is why any type of diet that eliminates numerous foods from the diet will tend to drive fat loss, and it explains why so many different diet approaches—from Atkins diets to vegan diets—work for fat loss.)[31]

To summarize: Focusing on eating simple whole-food meals that center around just a few foods at each meal is a simple but powerful strategy to help drop the fat.

4. MICRONUTRIENTS (I.E. VITAMINS, MINERALS AND PHYTONUTRIENTS)

This part is NOT rocket science: the body needs calories (protein, carbs and fats) to survive. So **if we starve it of calories**, the brain responds by increasing hunger and decreasing the body's metabolic rate, so we start to eat more calories, burn less calories and store fat.

This part IS rocket science: This way of the body and brain reacting doesn't only apply with calories. If we stave the body of *micronutrients* like magnesium, vitamin A, selenium, copper, zinc, and phytonutrients, the **brain reacts in virtually the same way as it does when we starve it of calories (or over-feed it highly rewarding foods)**. It increases hunger, lowers our energy level, and decreases metabolic rate so we FEEL as if we're being starved of food. **This drives us to eat more calories and gain fat.** So being micronutrient-deficient drives us to gain weight.



1. We have a deficiency in micronutrients to the brain.
2. Our brain's ability to regulate our appetite is disrupted.
3. Our brain sends out signals to consume more and more food (and we're likely to reach for this food from our already vitamin-deficient diet).
4. We consume more calories than we are burning whether we consciously want to or not.
5. We put on body fat.



The cool part is that this also works in the other direction. Several studies have now shown that a diet rich in vitamins, minerals and phytonutrients can dramatically increase satiety (fullness), decrease hunger, increase energy levels, and increase the metabolism compared to diets less rich in micronutrients. All of that basically means that when you eat foods that are rich in micronutrients it helps you avoid the two biggest factors that sabotage fat loss (hunger and fatigue) and lose the fat forever!

To summarize: Focus each meal you eat around darkly-colored whole plant foods and try to make whole unprocessed plant foods at least 50% of what you eat in each meal. Eating 'real foods' and unprocessed foods that are rich in micronutrients (especially darkly colored plant foods) will greatly help you to maintain lasting, sustainable fat loss. (And keep your brain happy too!)

5. CALORIES VS. CARBS VS. FAT

There are so many competing claims in this area of fat loss.

What is the real cause of our obesity woes?

- Some people blame fats.
- Some people blame sugars, carbs and insulin.
- Some people blame calories.



So what's the truth?

When discussing whether low-carb or low-fat diets are better for fat loss, we already know from dozens of metabolic ward studies that when low-carb and high-carb diets of equal calories are compared, they provide **the same exact amount of fat loss**.[34] These studies consistently prove that it is calories—*not carbs or fat*—that dictate fat gain and fat loss.

Moreover, even in studies where they don't control for how many calories a person eats or how much protein they eat, long-term differences between different diets are typically small.[35]

In the short-term, low carb diets generally show superiority in terms of WEIGHT loss (notice the emphasis on "weight" rather than "fat"). Why? The main reason is that wherever the body stores carbohydrates (in the liver and in muscle tissue), WATER is stored along with those carbohydrates. So upon adopting a low-carb diet, in the initial few weeks or couple months, those on low carb diets will lose weight much more rapidly. This is because as they deplete the body of stored carbohydrates, they lose tons of WATER WEIGHT. Note: Do not mistake this weight loss for FAT loss. They are very different things.

In the long run, there simply aren't significant differences in the fat loss results of low-carb diets vs. high-carb diets vs. other diets. And numerous comprehensive analyses of the research (meta-analyses, which are the highest level of scientific evidence) have shown this time and time again.

A brand new meta-analysis compared the most popular diets around—everything from low-carb, high-fat Atkins diets to ultra-high-carb, low-fat vegan diets and everything in between from the Zone diet to the South Beach diet, and anything else you can think of. What did they find?

> ***"Significant weight loss was observed with any low-carbohydrate or low-fat diet. Weight loss differences between individual named diets were small."***[36]

Numerous other studies and meta-analyses have found basically the same thing. This is the consistent finding from virtually all long-term research on this subject. Another even more recent and thorough review of the full range of diet types, from low-carb to low-fat, and virtually everything in-between was made. The researchers concluded:

> ***"Moreover, the difference in weight loss among these diets is only 1-2 kg or less, which appears to be of little clinical significance. Thus, overweight and obese people can choose many different weight-loss diets on the basis of their personal preferences."***[37]

I'll let renowned obesity scientist George Bray, MD, sum up: ***"Weight loss is related to adherence to the diet, not to its macronutrient composition."***[38]

In other words, the results you get from a diet are dependent on your ability to *stick to that diet in the long run*, NOT whether it's the Atkins diet, The Zone diet, The Ornish Diet, The Mediterranean Diet or whatever other diet.

The truth is that despite all the constant hype around carbs and fats we've been bombarded with from the diet gurus trying to blame either fat or carbs for the obesity epidemic, the science shows that **diets that vary wildly in carbohydrate and fat content simply don't produce dramatically different results**.

- It's time to ignore – YES! IGNORE, the years of gimmicky myths about carbs or fats being the cause of fat gain.

Shock horror! It's true. Numerous studies clearly tell us there is no difference whatsoever in fat loss when people are on a low-carb or a high-carb diet (that are equal in calories). And even when people are allowed to eat however much they want, there are still minimal long-term differences in fat loss on different diets.

To summarize: It's not fat that makes us fat. And it's not carbs that make us fat. The overall amount of food (calories) you consume—NOT the ratio of carbs and fat in your diet—dictate whether you gain or lose fat.

So the answer is reducing calories without having to force yourself to do so, by choosing whole unprocessed foods that are packed with goodness and nutrients. Once you start eating the foods your body is designed for, your body will start helping you instead of fighting against you.

That is the easy, enjoyable and natural way to lose fat that doesn't involve being neurotic about calories or having to suffer through hunger pangs and lack of energy. This is how to work with your biology instead of against it!

It really is that simple...

6. PROTEIN AND FIBER

Protein and fiber both play extremely important roles in helping us to lose weight: they keep us feeling full for longer.

Eating a diet rich in protein and fiber causes a spontaneous, non-conscious reduction in total calorie intake – that means fat loss without having to force ourselves to eat less – and this is exactly the kind of fat loss we want!

Something else to consider: if you are restricting your calorie intake to lose weight, and if your diet is low in protein, this will drive the body to burn off more muscle and less fat. You'll still lose *weight* on the scale, but it won't be the right kind of weight—you want to lose fat, not muscle.



- Eat more protein and fiber in every meal to preserve muscle mass during weight loss and also to increase your satiety so you consume less calories while still feeling "full." (Another important point: Protein does not equal "meat." There are many good sources of plant-based proteins, so for those of you who are vegan or vegetarian, the strategy would be to eat more protein-rich plant foods and/or supplement with plant-derived protein powders).

To summarize: protein and fiber (from whole plant foods) are our friends when it comes to fat loss!

7. SUSTAINABILITY

In one sense, fat loss really isn't very difficult. You can lose weight doing basically any diet out there. THE BIG PROBLEM is this: Not every way of losing fat will allow you to maintain the fat you lose! In other words, the problem is maintaining the weight you lose!

You will lose fat on any number of extreme diets including juice cleanses, extreme low-fat diets, extreme vegan diets, extreme low calorie diets, extreme fasting diets, extreme low carb diets and any other extreme diet, but the big problem is that most people can't maintain those diets for very long.

There are two basic reasons why a diet would be unsustainable:

1. Because you physically can't live on that diet for very long. Many extreme diets are nutrient deficient diets, and you'll find that after a few weeks or months, you start to feel pretty terrible and have all sorts of weird symptoms popping up. (Try surviving for 90 days on a juice cleanse! I bet you won't last very long).
2. Because the diet is simply too strict for you, and you just cannot maintain that level of strictness with what you eat in every meal, every day.

In general, the more extreme the diet is, the better the short-term fat loss results and the worse the long term compliance. That means that you'll lose more weight initially with these extreme diets, but you probably won't be able to keep doing it. That is what's called a recipe for yo-yo syndrome—losing and re-gaining the same weight over and over again. So, be aware, the diets that are advertised with promises like "lose a pound per day" are usually the WORST long-term fat loss diets.

- The solution to lasting fat loss is not found in any of those magic pill "lose a pound a day" extreme diets. It is found in adopting a diet and lifestyle program that is healthy and that works for you in the long run. Because in order to keep the weight off, you're going to have to *keep doing what you did to lose the weight in the first place*. Not following that advice is a recipe for yo-yo syndrome.

To summarize: Stay clear of diet plans that are extreme and unsustainable and find a diet that will fit with your lifestyle long-term. To keep the weight off, you have to **enjoy** what you did to lose the weight enough to *keep doing it*!



Did someone say enjoy?

For sustainable, long-term fat loss that results in a healthy body and mind. Here are the secrets:

6 Simple Yet Effective Secrets to Losing Weight – the Right Way.

1. Eat a diet that is almost entirely whole, unprocessed foods. Get rid of the processed foods and avoid added fats and sugars beyond what is in the whole food ingredients of your food. This is by far, the most important and the most powerful fat loss strategy in existence. (And as an added bonus, it also happens to be the most powerful strategy for HEALTH too!)

2. Without adhering to a 'forbidden foods' list, (which is unrealistic for many to adhere to)– instead of asking **'what should I remove from my diet and avoid at all costs?'** ask yourself: 'what are the ideal sources of nutrients that support optimal health?'

 Now go out and make these foods the focus of your meals.

3. Keep it simple. Focus on eating simple whole-food meals that center around just a few foods at each meal, rather than going crazy with multiple course meals with tons of different flavors. Remember that our brain works on food-specific fullness or flavor-specific fullness, so the more you include lots of different types of foods that are sweet, savory, fatty, etc., the more overall food your brain will try to consume in that meal. Eating simple meals is a simple but powerful strategy to help drop the fat.

4. Eat a diet that is rich in micronutrients (vitamins, minerals and phytonutrients from plants). This can be highly individual of course, but a good starting aim is to make darkly-colored vegetables and/or fruits the focus of every meal you eat. Try to make whole unprocessed plant foods at least 50% of what you eat in each meal.

5. Eat more protein and fiber. Protein and fiber intake are critical for lasting fat loss. Not eating enough protein and fiber (from eating more whole plant foods) will have a huge impact on your overall calorie consumption – driving weight gain through increased calorie consumption. (Remember, protein does not equal "meat." If you're more towards the vegan or vegetarian end of the dietary spectrum or you just don't like eating so much meat, you can get your protein from high protein plant foods and/or plant-based protein powders.)
6. Make it sustainable. Remember, the more extreme the diet is, the better the short-term fat loss results and the worse the adherence tends to be. That means that you'll lose more weight initially with very extreme diets, but you probably won't be able to *keep doing it*, so you'll just regain the fat. The solution to lasting fat loss is adopting a smart and sustainable approach to fat loss. Always remember: To keep the weight off, you have to **enjoy** what you did to lose the weight enough to *keep doing it*!



Author Bio:

Ari Whitten is NeuroGym's Resident Exercise, Nutrition and Fat Loss Expert, as well as the #1 bestselling author of the cutting-edge book, *Forever Fat Loss*. He is a fat loss and nutrition expert who has been running a nutrition counseling and personal training business for over a decade. Ari has a Bachelor's of Science from San Diego State University in Kinesiology with a specialization in fitness, nutrition, and health. He holds two advanced certifications from the National Academy of Sports Medicine and recently completed coursework for his PhD in Clinical Psychology, an education which rounds out all aspects—nutrition, fitness, and psychology—of his approach to optimal health.

Ari is a tireless researcher who has obsessively devoted the last two decades of his life to the pursuit of being on the cutting-edge of the science on health, fitness, and nutrition. Ari's work is geared toward one purpose: To get effortless and permanent fat loss by working with your biology instead of against it.

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